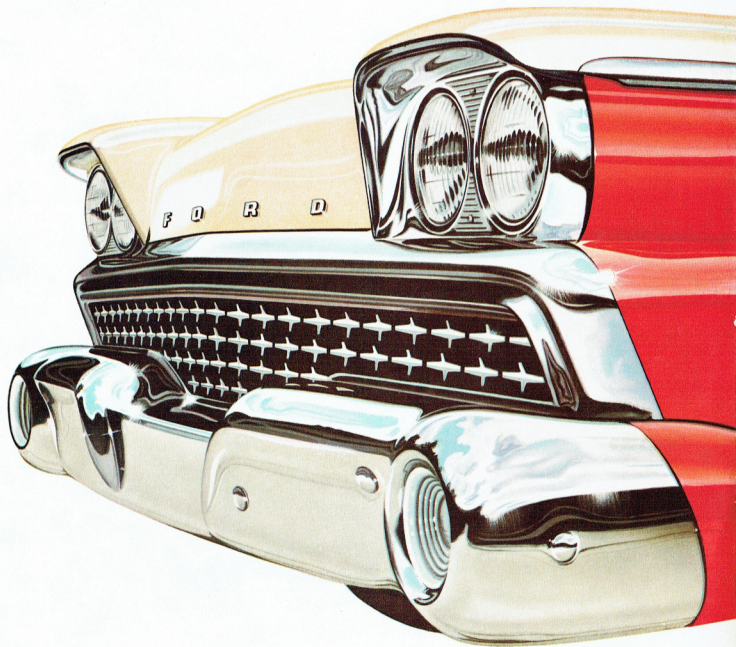


THE **NEW**  
KIND OF CAR IS THE NEW KIND OF  
**FORD**



THREE ENTIRELY NEW  
**FORD V8s**  
 WITH THE STYLING THAT  
 WON THE WORLD'S AWARD  
 FOR BEAUTY!

Every so often there is born in the automotive world, styling so perfect that it is internationally acclaimed a Classic. Such is the styling of the '59 Fords . . . awarded the Gold Medal for exceptional styling by the Comité Français de l'Élégance at the Brussels World's Fair! Elegant lines and beautiful proportions distinguish each one of these 3 new Ford models . . . combined with a performance and luxury that, until now, have never been known on Australian roads.

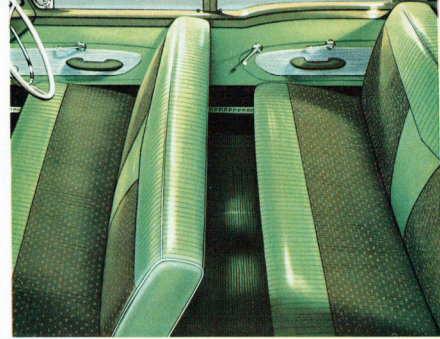


AWARDED THE GOLD MEDAL  
 of the Comité Français de l'Élégance  
 AT THE BRUSSELS WORLD'S FAIR  
 "Pour proportions exceptionnelles  
 et la ligne élégante"

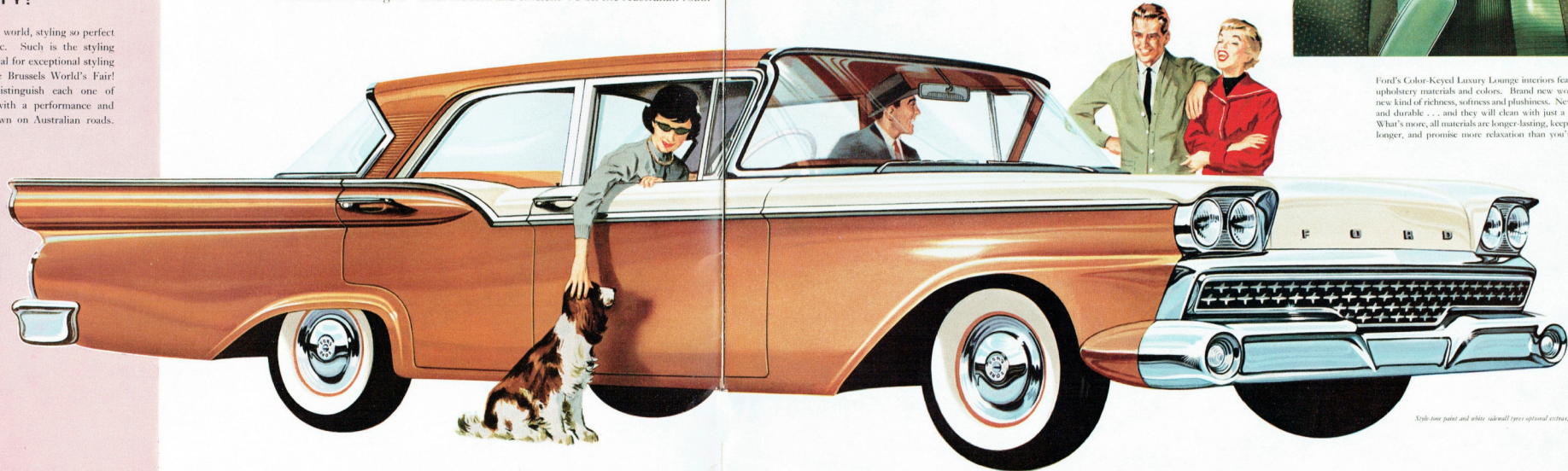
BRILLIANTLY EXAMPLING THIS NEW KIND OF CAR IS THE **Custom** 300!

The longest, lowest, widest move Ford has ever made . . . the Custom 300 is all-new from roof to road. Over 17 feet long, just 4' 8" high, and 6' 5" wide . . . sweeping, "Sculptured-steel" lines . . . a super-streamlined "Thin-Line" roof . . . huge picture-window vision . . . the solid comfort and quiet of a revolutionary cradle-type chassis that's a full *foot* wider midway for new wall-to-wall safety . . . breathtakingly new performance with an instantly responsive 204 h.p. Ford O.H.V. V8 engine—most modern and efficient V8 on the Australian road.

Here is a new kind of boldness in the distinctive front grille . . . new twin headlights—one set for low beam, all four for high beam and highways. Even the ride is new—the wheelbase is a long 118", you go round corners as if you were on rails. And new swept-back ball joint front suspension glides over bumps without you knowing they're there. Look anyway you want—all the facts point to Ford, not just new, but *all new*—an all-new *kind* of car!



Ford's Color-Keyed Luxury Lounge interiors feature a rich array of new upholstery materials and colors. Brand new woven fabrics bring you a new kind of richness, softness and plushness. New vinyls are more supple and durable . . . and they will clean with just a touch of a damp cloth. What's more, all materials are longer-lasting, keep their shape and newness longer, and promise more relaxation than you've ever enjoyed before.



Style-tone paint and white sidewall tires optional extras.

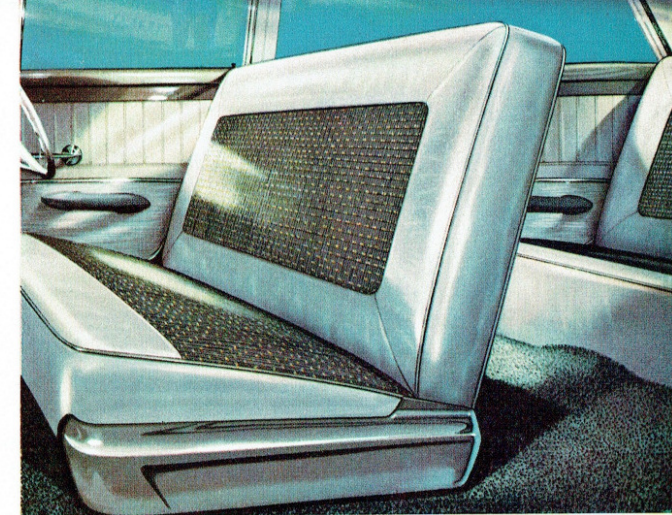
ADDING SUPERB EMPHASIS TO THE

STYLE-LEADERSHIP OF FORD'S

NEW KIND OF CAR . . . THE **F**airlane 500!

On the roads this year, you will never see another car like the Fairlane 500. It is the finest of the all-new Fords! Luxury and prestige are clearly written in the elegance of its every line—lines that won the world's award for the most beautifully proportioned car.

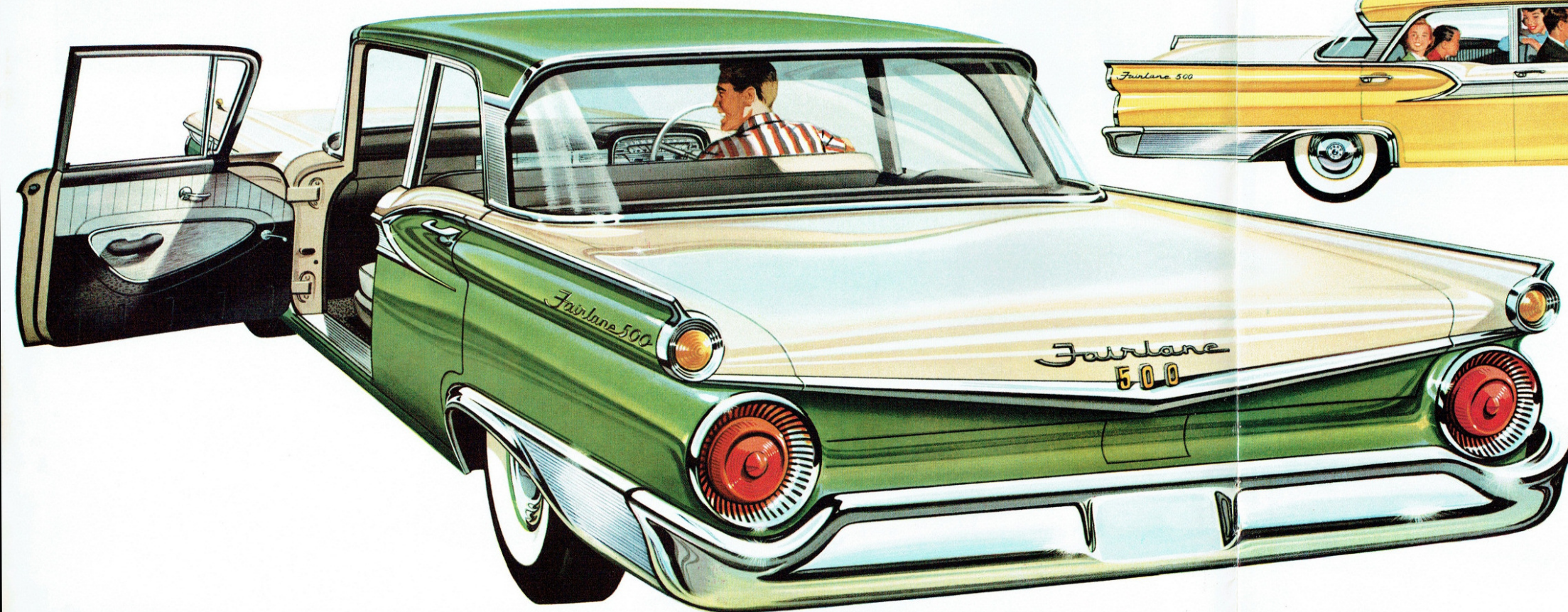
You sense exclusiveness, too, in Fairlane's effortless performance—at the touch of a toe you command a new kind of automotive power, with a 332 cubic inch engine of 204 horse power. It gentles through slow or crowded traffic, cruises effortlessly on the open road, yet masters mountains with power to spare. Driver comfort is considered more than ever too, for here is more space than you've ever had! More glass! Wider doors! And never before has Ford designed a body with so much extra bracing, such solidity and insulation.



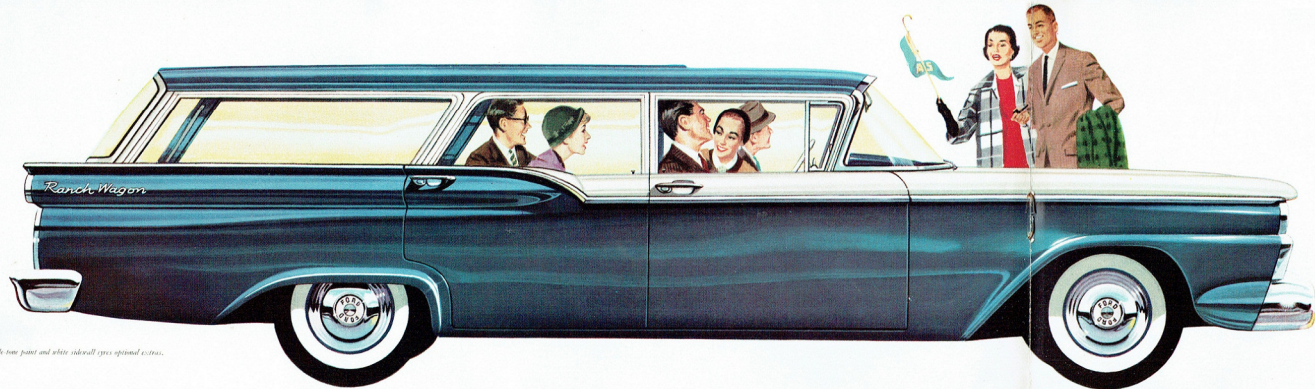
Long, low and beautiful as the Fairlane 500 is, skilled use of colour and decorative materials makes it still more elegant. There's luxury underfoot with rich, really deep-piled carpets. Seat cushions have thick foam-rubber padding. You've a choice of woven fabrics (the latest development in automotive upholstery research) with harmonising metallic vinyls, or contrasting vinyls—plain with sparkling metallics.



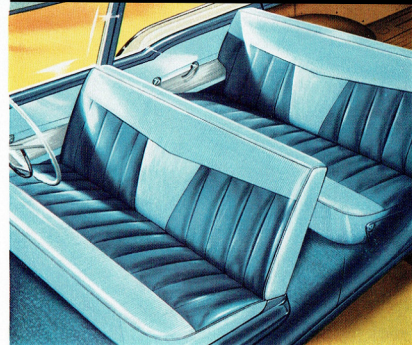
*Style-tone paint and white sidewall tyres optional extras.*



FEAST YOUR EYES ON THE LOOK FROM THE REAR — the stylish, chromed "Vec" on the boot . . . the huge turbine tail-lights that say STOP in the boldest way ever . . . the protection provided by the massive rear bumper . . . and the load-hungry luggage boot, so much larger, easier to load. Notice too, the slim side pillars, less than 3" wide. And the extra wide-opening doors. While inside, you lean back against shoulder-cupping contour seats. Softer, deeper, beautifully upholstered to harmonise with exterior colors. Viewing is easier, relaxing! And perhaps best of all is the new Fordomatic Drive—effortless because Ford shifts itself, you never even *see* a gear lever or clutch pedal. You go so smoothly, with *no* concentration, knowing you're "Going first" with the finest Ford ever. And, this new Fordomatic Drive is *standard* equipment in Fairlane.



Style tone paint and white sidewall tires optional extras.

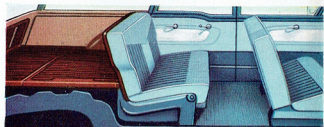
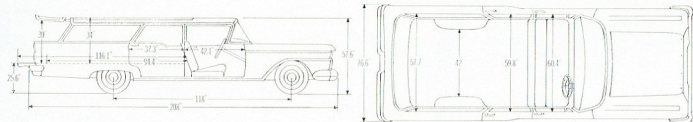


Ranch Wagon's spacious interior is handsomely keyed to exteriors as with the sedans. The deep, soft foam-rubber cushions are the most comfortable ever designed by Ford. All seats and back-rests are carefully tailored and stitched for a perfect fit that will last for years. Steering wheels are white to provide a pleasing harmony and to further create that big feeling of space. Naturally, all upholstery and trims are washable, and there are padded arm-rests on all four doors.

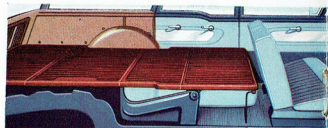
## NOT ONLY A NEW KIND OF CAR BUT A NEW KIND OF LIVING COMES WITH THE **Ranch Wagon**

Here is new space for the space age. And *how* you and your family can use it! The Ford Ranch Wagon is big, really big. It has over 90 cubic feet of *usable* cargo space. Most important, it offers true versatility—from luxurious passenger car to high-styled cargo carrier—in seconds. It matches a hundred needs—for the family tour, the picnic, the shopping, light loading jobs, the camping,

and so on. It has over 94 inches of *enclosed* sleeping space with the tailgate up. Glass area is panoramic, and, as with all Fords, of safety-glass! The rear lift-gate opens at the press of a button! Add to all this the new kind of ride, new kind of power, and new kind of strength you find in the sedans. Don't you agree owning one will be fun over thousands and thousands of miles.

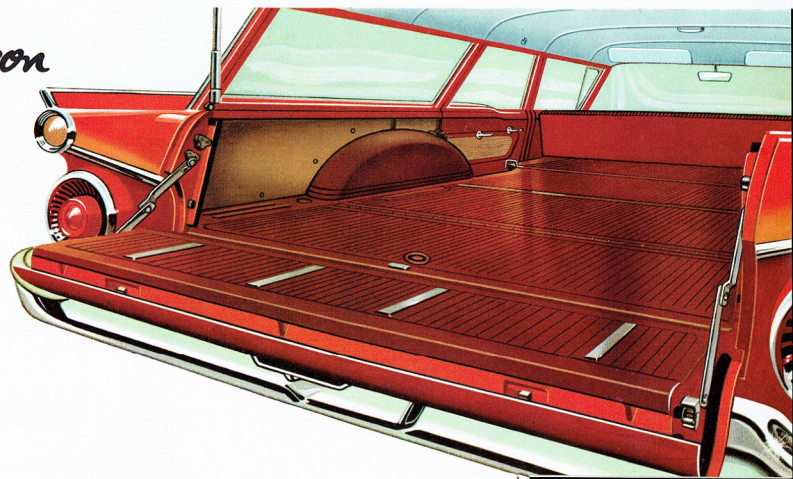


Here is true six passenger comfort and roominess combined with the biggest ever luggage space for relaxed family travelling.



Fold the Stowaway Seat down, as shown above, and you have over 94 inches of enclosed sleeping comfort.

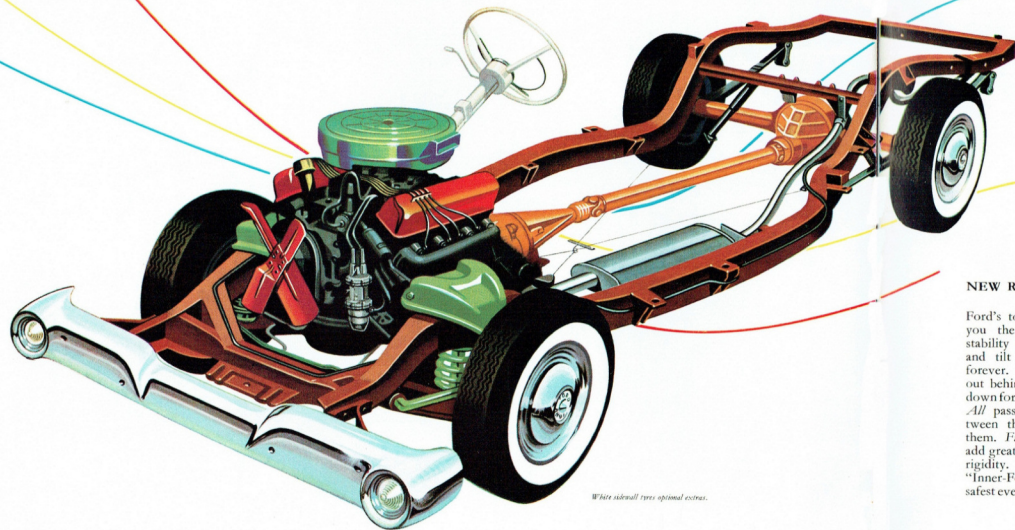
SPACE AGE SPACE! Practical and versatile space too is a feature of the Ranch Wagon. Here for your convenience, is really **BIG CARGO SPACE**—92 cubic feet of it! Length—it measures nearly ten feet from back of front seat to the end of the open tailgate. Over 8 feet 8 inches with the tailgate closed. Even interior width is almost 5 feet across. Truly nothing measures up to a Ranch Wagon. Ford designers have levelled the tailgate in the "open" position for easy, unobstructed loading and unloading, and can be opened separately without lifting the liftgate. Steel re-inforced strips protect the low-level floor. Spare wheel and tools are housed in a dust-proof wheel-well at the rear of the cargo area.



YOU NOT ONLY SEE BUT YOU ALSO FEEL THE FORD KIND OF NEWNESS!

**NEW ENGINE POWER  
FOR SAFETY  
AND EASE!**

Here is Ford's new kind of power—the newest in the industry. Specifications: 332 cubic inch displacement . . . 204 horsepower . . . 300 lbs./ft. of torque! You've never had power like this before! It is so magically responsive, so *instantly* sensitive to your every thought that you must drive it to believe it. New Precision Fuel Induction delivers fuel from the carburettor direct to each cylinder resulting in top performance from the least amount of petrol. A new Full-Flow replaceable oil filter means you need change oil only every 4000 miles under normal conditions instead of at 1000 miles. And in Ford's O.H.V. V8, the piston travel is shorter than in normal engines for less internal friction, longer engine life and less maintenance cost.

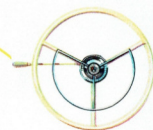


*White sidewall tires optional extra.*



**FORDOMATIC DRIVE** — standard on Fairlane 500, optional on Custom 300 and Ranch Wagon.

Even world famous Fordomatic Drive is new and improved—bringing even more smoothness, simplified with nearly 1/3 fewer parts, and much lighter in weight. Behind the wheel with Fordomatic drive you don't even see a gear lever or clutch pedal . . . you just go with a super-smoothness—no concentration, just relaxation.

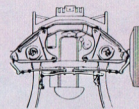


**NEW RUGGED CHASSIS**

Ford's totally new chassis gives you the world's newest ride, stability and protection. Sway and tilt on curves have gone forever. The new frame sweeps out behind the wheels then dips down for a lower centre of gravity. All passengers are cradled between the side rails—not over them. Five sturdy cross members add greatest possible strength and rigidity. This proved-in-action "Inner-Ford" is the biggest and safest ever designed for a Ford car.

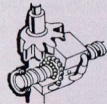
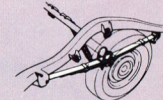
**NEW CONVENTIONAL TRANSMISSION**

Here is the easiest, quietest manual shifting ever developed. New gear spacings and gear shift linkage for the utmost in driver-operation. And, there's safety as well as beauty designed in Ford's steering wheel. The shape is designed to distribute stress and provides extra safety protection for the driver.



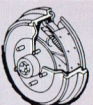
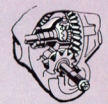
**Exclusively Ford** is the swept-back, angle-poised ball-joint front suspension that now features a new link-type ride stabilizer. Helps your Ford give you a smooth, limousine-like ride!

**Even-Keel rear springs** are mounted outside the frame to cushion your ride far better . . . let you take the turns much steadier. And shock absorbers have been revalved to give far less ride motion.



**Ford's Magic-Circle steering** is the closest thing yet to power steering! The steering wheel turns on free-rolling steel balls instead of the conventional worm gear. This efficient design gives you easier turning and smoother over-all handling!

**Deep-offset hypoid rear axle** with straddle-mounted pinion allows larger gear teeth to be used on both ring and pinion gears. This permits lower drive line positioning; boosts efficiency.

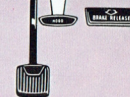


**Ford brakes are double sealed** to help you stop in all weather. They feature a fixed-anchor design that requires only a simple, single-point adjustment. All brake linings are riveted and have a big 180 square inches of lining area for faster stops and longer life.

**New Zinc annealed muffler** will last far longer than the conventional type mufflers. The 3-ply design, with asbestos interlining, has high resistance to condensation and corrosion.



**New convenience!** A foot-operated parking brake—a luxury feature usually found only on expensive cars—is standard equipment on every Ford V8! Brake may be set at various "on" positions; releases by a hand-operated release lever.



# IN FEATURE AFTER FEATURE, THE FORD KIND OF NEWNESS STEPS UP SAFETY, EASE AND PLEASURE!

Clear-vision safety glass throughout with much greater area for full-circle visibility.

Five roof cross braces welded to box section rails for high strength and rigidity.

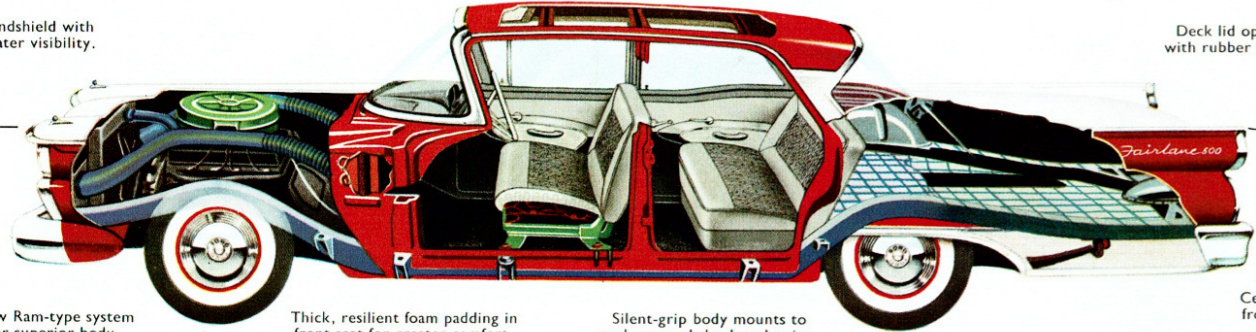
Larger wrap-around glass in back window gives better rear visibility.

Enlarged dash panel with substantial ribbing makes a more rigid unit.

Body area behind rear seat has extra strength for increased durability.

New larger wrap-around windshield with swept-back pillars for greater visibility.

Deck lid opening weatherproof with rubber seals and rain trough.



New Ram-type system for superior body ventilation.

Thick, resilient foam padding in front seat for greater comfort.

Silent-grip body mounts to soak up road shock and noise.

Centre-fill fueling from either side.

Front seat adjusts 5" to 11 positions and is placed for improved seating posture.

Larger rocker panels and stronger double-ribbed floor pan with five sturdy cross members welded to bottom give increased rigidity.

Domed ribbed wheelhousings supply solid foundation for roof rails, pack panel and deck lid hinges.



## FORD POWER STEERING (Optional)

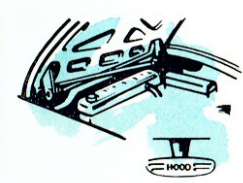
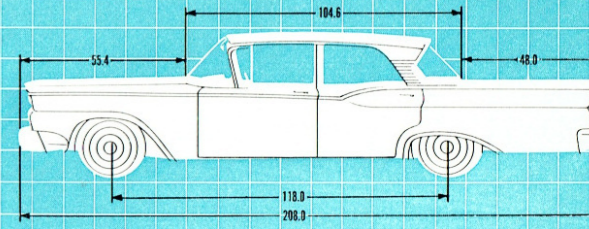
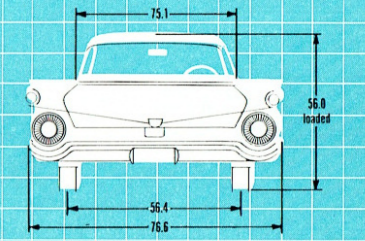
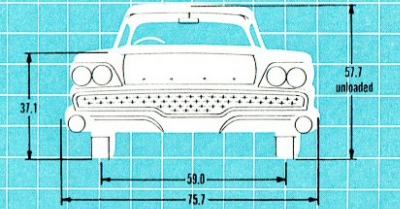
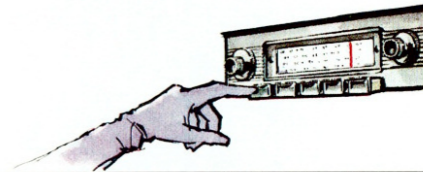
New, 85% of the work is taken out of steering with Ford's hydraulically-operated power steering. Yet the natural feel of the road is never lost wherever you drive. New design makes turning easiest-ever on slow turns, wonderful for parking.

## FORD POWER BRAKES (Optional)

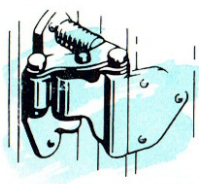
... with a low pedal these are the brakes you'll love to touch. Stopping takes 1/3 less foot pressure than ordinary brakes. Fast stops, both at speed or in traffic, are smoother, surer.

## PUSH-BUTTON TRANSISTOR RADIO

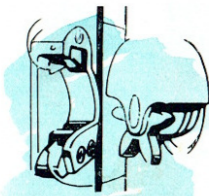
Automatic push-button tuning gives you a choice of any five pre-selected stations. An option, this transistor-powered radio brings the newest advances in wide range reception and fidelity for both city and country driving.



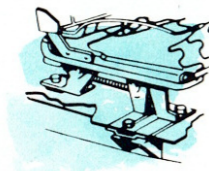
Front-hinged hood is spring counter-balanced. Inner and outer panels welded into a strong unit.



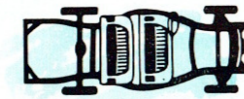
Automatic doorman hinges help swing rear doors full-open or full-closed. Larger bolts add greatly to strength.



Double Grip Safety Door Latches engage easily. Resist chances of springing open under possible impact.



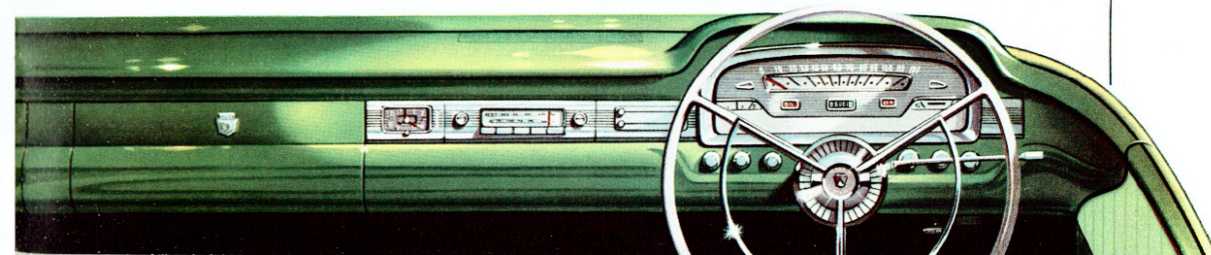
Front seat is anchored directly to the massive chassis frame for added strength and safety in case of impact.



Safety "cradle-type" frame with five crossmembers encloses passengers for added riding comfort and safety.



New torsion bar hinge on rear deck lid is easier to operate, is compact and increases the luggage space.



## NEW INSTRUMENT PANEL

Ford's new instrument panel is the easiest to view and operate ever. Instruments, control switches and operation warning lights are placed right within finger-tip reach. Controls are recessed deeply in the dash for greatest safety. All have interior lighting for easy night reading. And there's a giant sized ash-tray and lockable roomy glove-box.

# SPECIFICATIONS

**ENGINE**—V8 O.H.V. No. of Cylinders—8. Bore and Stroke—4.00 x 3.50. Piston Displacement—Cubic capacity—332 cu. in. Compression Ratio—7.4:1. B.H.P.—204 @ 4,440 r.p.m. Torque—300 ft. lbs @ 2,200 r.p.m. Taxable H.P.—51.2 R.A.C.

**CYLINDER BLOCK**—deep block design—special alloy iron. Block and crankcase cast in one piece for greatest rigidity and bearing alignment.

**CRANKSHAFT**—Precision moulded alloy iron.

**PISTONS**—Autothermic type tin plate aluminium alloy with steel struts.

**PISTONS RINGS**—3 rings—all above piston pin—2 compression and 1 oil control. Upper compression ring chrome plated, lower compression ring specially coated. Oil ring, expander spacer with chrome plated steel rails.

**CAMSHAFT**—Precision moulded alloy iron. Cam contours have a quietening ramp. Silent chain drive.

**VALVES**—Special alloy steel intake, precision moulded austenitic steel exhaust. Both valves aluminium coated. Valve guides and seats integral. Valve clearance adjustment controlled by self-adjusting hydraulic valve lifters.

**LUBRICATION SYSTEM**—Full pressure lubrication system—with full flow oil filter—to main, connecting rod and camshaft bearings with positive lubrication to timing chain and distributor drive gears.

**OIL PUMP**—High capacity, rotor type with non floating screened inlet.

**OIL FILTER**—Disposable full flow—externally mounted at L.H. side of crankcase.

**ENGINE VENTILATION**—Constant flow crankcase ventilation. Inlet at top of engine through filter element in oil filler cap.

**ENGINE COOLING**—4 blade fan. High capacity water pump, separate integral unit located at top front centre of engine block, provides greater delivery rate for improved cooling with less engine horse power than conventional pumps. Positive action thermostat.

**FUEL SYSTEM**—Low silhouette two barrel balanced type carburettor with variable stroke accelerator pump. Automatic choke thermostatically controlled.

**INDUCTION MANIFOLD**—Rugged cast construction with fuel direct passages to cylinders giving more even distribution of fuel/air for smoother, quieter, high-powered performance.

**FUEL TANK**—Capacity 16.5 gallons. Indicator gauge on instrument panel.

**IGNITION**—Distributor combined centrifugal and vacuum spark control provides precision timed ignition pulses at all engine speeds and loads. Distributor accessibly located on top front of engine.

**CLUTCH**—Type: Semi-centrifugal, dry, single plate, pre-lubricated sealed ball throw-out bearing, 11 in. dia. pressure plate.

**TRANSMISSIONS**—Conventional: 3 speeds forward, 1 speed reverse. All gears helical type. Ratios: First 2.32:1, second 1.48:1, third 1:1, reverse 2.82:1. Two engaged—manually shifted by remote type gear shift lever on steering column. First and reverse—sliding gear. Second and Third—constant mesh with blocker type synchronisers.

**Fordomatic**: All new 2 speed light-weight simplified design with cast aluminium construction, uses a single stage 3 element torque converter and compound planetary gear set. Positive cooling by oil circulation to lower radiator tank.

**CHASSIS**—Wide contoured frame, extra rugged with five cross frames and safety flared sills, consisting of two heavy channel section girders are welded together to form strong box section design.

**FRONT SUSPENSION**—Swept back angle poised with new link type ride stabiliser providing automatic sway control for safer handling and more stable ride with less road shock.

**REAR SUSPENSION**—Even-keel rear springs provide soft action, variable rate with tension-type shackles and wound-up control rubber buffers over springs. Viscous-control shock absorbers give complete ride control.

**REAR AXLE**—Husky, low-slung hypoid, semi-floating with special deep-offset straddle-mounted pinion, permits lower car level without sacrifice of inside room. Ratios: Automatic: Fairlane, Custom Sedan 2.91:1. Conventional transmission: Sedan 3.56:1, Ranch Wagon—Automatic 3.10:1; Conventional 3.70:1.

**FOOT BRAKE**—Giant-grip double-sealed, self-energising hydraulic brakes have suspended pedal, dash-mounted master cylinder. Drum diameter is 11 in., lining area is 180 sq. in. (Sedans), 191 sq. in. (Ranch Wagon). Optional power brakes.

**PARKING BRAKE**—Foot applied with easy-to-operate convenient hand release.

**STEERING SYSTEM**—Magic circle recirculating ball type steering gear provides low friction, easy steering. 27:1 over-all steering ratio. 17 in. diam., 3-spoke, deep-centre Lifeguard steering wheel. Approximately 40 ft. turning diameter. Power steering optional equipment.

**ROAD WHEEL**—Ventilated type steel disc wheels.

**TYRES**—Five 6.70 x 15 4-ply super balloon tubeless tyres standard on Custom and Fairlane Sedans (6-ply tyres optional). Five 6.70 x 15 6-ply standard on Ranch Wagon. Conventional tyres optional.

**DIMENSIONS AND WEIGHTS**—Wheel Base 118", track (front) 59", track (rear) 56.4", over-all width 76.6", over-all height (design load) 56" (Sedan) 57.6" (Ranch Wagon), over-all length 208". Kerb Weights—Custom 300, 3545 lbs. (estimated) plus 16 lbs. for automatic transmission, Fairlane 500, 3594 lbs. (estimated) plus 16 lbs. for automatic transmission, 3751 lbs. (estimated) plus 16 lbs. for automatic transmission. To above weights add: Power steering 32 lbs. Power brakes 9 lbs.

## ACCESSORIES TO INCREASE ENJOYMENT

Fresh Air Heating and Demisting Unit—Exterior Sun Visor—Venetian Shades—Ranch Wagon Side Venetian Shades—Fog and Long Range Driving Lights—Trouble Lamp—Beltline, Fashionline, Styleline Deluxe Mirrors—Windscreen Washer Kit—Exhaust Deflectors—Wheel Discs—Floor Mats—Ranch Wagon Deck Mat—Number-plate Frame—Weather-shield—Vanity Mirror—Fender Shields—Polished Rocker Panel Mouldings—A full range of "Car Care Cosmetic", wash and polishes—A large range of maintenance and service accessories—Fender and Hood Ornaments—Front Bumper Extensions—Power Brakes—Clear Plastic Seat Covers—Ventilated Seat Cushions—Turn Signal Kits—Reversing Lights.

## FORD'S 4-WAY BETTER SERVICE

Your satisfaction as a Ford V8 owner is increased by the after-sale service of Ford Dealers. It has four big advantages to you . . . Ford Dealers send their mechanics to Ford factory service schools . . . have time-saving equipment just right for Fords . . . follow Ford factory-approved servicing methods . . . use genuine Ford parts. Available wherever you go, it keeps your car in top condition at minimum cost.

*Ford Motor Company of Australia Pty. Ltd., whose policy is one of continuous improvement, reserves the right, subject to such regulations as may from time to time apply to change specifications and prices at any time without notice or incurring liability to purchasers.*

**FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD.**

(Incorporated in Victoria)

Registered Office: Geelong, Victoria